



*Rappresentanza Permanente d'Italia
presso le Organizzazioni Internazionali
10, Chemin de l'Impératrice
1292 Genève*

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Statement of Italy

Madam President, Mr. Director General, Distinguished Delegates and Colleagues,

I am very pleased to take the floor in this beautiful **new Conference Hall**. Italy aligns itself to the statements made by Japan on behalf of **Group B**, and by the **European Union**. I will add some remarks in my national capacity.

I would like first to renew our **congratulations to the Director General**, Francis Gurry, on his appointment for a 2nd term, and our readiness to cooperate with him, and with the **new Senior Management Team**.

Italy attaches great importance to the role of WIPO in promoting **the protection and the use of Intellectual Property Rights**, and thereby fostering innovation and creativity worldwide. We praise the activities of the Organization to enhance the awareness of the benefits arising from Intellectual Property, strengthen the capacity of national and regional IP Offices, and provide essential services to the business community.

Under the leadership of Mr. Francis Gurry, remarkable outcomes have been achieved in the **normative agenda**, such as the conclusion of the Beijing and Marrakesh Treaties; important **administrative reforms** have been introduced, which have made the management of the Organization more efficient, transparent and accountable for results; the **Global IP Systems** have been strengthened, as witnessed by the continuing growth of applications since 2009.

Italy considers it essential that WIPO builds upon **these progresses** in order to rapidly respond to the changing needs of Member States and of the wider IP community.

In this respect, we appreciate the commitment of the Secretariat to implement the **Human Resources** Strategy for the 2013-15 and to adopt **cost-efficiency** measures. We also welcome the collaboration between the **Oversight** Bodies and the Secretariat, and the acceptance by WIPO of the recommendations contained in the Management and Administration Report of the **Joint Inspection Unit**.

Italy shares the view that the reforms introduced through the Strategic Realignment Program have improved the **Governance** of the Organization. We therefore believe that any discussion on the matter should now focus on specific problems which need pragmatic and practicable solutions that strengthen the effectiveness of WIPO activities. We see merit in proposals that seek to improve the management of work in the Committees of the Organization, with a view to increasing their productivity.

Italy is for a consensual outcome of the ongoing discussions on **External Offices**. We remain of the view that WIPO can benefit from a limited and sustainable network of offices, that effectively supports the delivery of the strategic goals of the Organization. For this purpose, we consider the adoption of a robust guiding framework for the establishment of new offices important, and we positively note the progress achieved in this direction.

As to the priorities for WIPO action, Italy renews its support to activities aimed at increasing the use of IP rights by **Small and Medium-sized Enterprises**. We are in favour of the maintenance of a specific budget program for SMEs, and we deem it important that the Organization retains the expertise it has acquired in this field.

Madam President, Italy believes that there are areas where a clear and demonstrable need for international **normative action** can be identified. One of them is the harmonization and simplification of **Industrial Design** registration formalities. The adoption of a Treaty that facilitates, and cuts down, the cost of the registration of Industrial Designs will prove advantageous

to all Members States. Our auspice is therefore that consensus is finally found on the convening of a Diplomatic Conference.

As to the other negotiations, we support further progress in the discussions on a Treaty on the protection of **Broadcasting** organizations. Furthermore, a reasonable and constructive spirit should guide the work on **Genetic Resources, Traditional Knowledge and Traditional Cultural Expressions**, with a view to reach a compromise on such matters. In this vein, we hope that an agreement is reached, at this General Assembly, on a solid and balanced program of work for 2015.

Finally, Italy stands for a successful **Revision of the Lisbon Agreement** on Appellations of Origin. An extension of the scope of the agreement, while preserving its principles and objectives, to Geographical Indications would ensure that WIPO can accommodate the existing differences in the way GIs are protected at the national level. Italy would like to express its satisfaction with the legitimate decision taken by the Assembly of the Lisbon Union on the convening of a Diplomatic Conference in 2015. We also positively note the progress achieved in the preparation of the Conference. The revision of the Lisbon Agreement provides an unique opportunity to make the Lisbon System more attractive to producers from both developed and developing countries, which use GIs as a means to add value to their products, and can promote investments in the preservation and exploitation of traditional knowledge and skills. In order to ensure that the Revised Agreement achieves its goals, it is essential that **funding** continues to be provided through the WIPO budget to the Lisbon Union.

Thank you Madam President,